

We claim:

1. A method for tracking and reporting electronic commerce activity over a web site comprising:

5 storing a web page on a first server coupled to a wide area network, said web page including data fields reflecting commerce transaction activity and data mining code;

uploading the web page to a visitor computer responsive to a request over the wide area network from the visitor computer;

10 accepting commerce information within the data fields of the web page at the visitor computer to form a completed web page;

operating the data mining code on the visitor computer to obtain technical and commercial data; and

receiving the technical and commercial data at a second server.

15 2. The method for tracking and reporting electronic commerce activity of claim 1 further including the steps of:

receiving the completed web page at the first server;

20 generating an order confirmation web page incorporating the commerce information from the data fields of the completed web page, said order confirmation web page including the data mining code; and

uploading the order confirmation web page to the visitor computer.

3. The method for tracking and reporting electronic commerce activity of claim 2, further including the steps of:

25 associating variables within the data mining code to the commerce information within the order confirmation page;

confirming the commerce information at the visitor computer;

receiving the order confirmation page from the visitor computer at the first server responsive to the step of confirming the commerce information; and

30 receiving the associated variables at the second server responsive to the step of confirming the commerce information.

4. The method for tracking and reporting electronic commerce activity of claim 3, wherein the step of associating variables includes the steps of associating a variable with a product name of the commercial transaction.

5 5. The method for tracking and reporting electronic commerce activity of claim 3, wherein the step of associating variables includes the steps of associating a variable with a product category of the commercial transaction.

10 6. The method for tracking and reporting electronic commerce activity of claim 3, wherein the step of associating variables includes the steps of associating a variable with a number of products purchased in the commercial transaction.

15 7. The method for tracking and reporting electronic commerce activity of claim 3, wherein the step of associating variables includes the steps of associating a variable with a unit price of the commercial transaction.

20 8. The method of claim 3, further comprising the steps of:
compiling the variables into a commercial transaction report; and
posting the report for viewing over the wide area network.